

Wharton Behavioral Laboratory¹ Annual Report for Calendar Year 2009

Summary

The Wharton Behavioral Laboratory (WBL) in its current form began in Fall 2004 and received official funding from Wharton in Spring 2005. The initial proposal estimated that the research volume of the lab would range between 5,000 (approximately the volume at that time) and 14,000 participant hours annually (with the lower number being the volume at that time from various subject pools). In the first year, actual volume exceeded those estimates and a SHDH location was added to the JMHH location. The WBL differs from most behavioral labs in its operating procedures. Each physical location runs a small set of research projects for 5 consecutive days (called a "session," which usually consists of 20 time slots with 8 - 12 participants scheduled for each slot; see Exhibit 1). Each session provides a sample size of approximately 200 participants for each project. This allows the WBL to achieve high levels of efficiency and quick turnaround times.

In 2009, the volume was 17,847 participant hours for the on-campus panel (which is a 21% increase over 2008) and 3,473 participant hours for non-panel² samples (which is a 16% increase over 2008). The on-campus panel had 3,176 unique members participating in at least one session (bringing the cumulative total since 2005 to 11,388). Our per-participant total cost (i.e., the Fully Loaded Cost per Subject-Session Equivalent; see Exhibit 2) was \$28.78, an increase over 2008 (\$23.81) due to increased staffing to handle the increasing volume of research. We expect this rate to hold steady or decrease in coming years. The average time spent by a participant in a session decreased slightly from 46 minutes to 42 minutes (but is still considerably above the 2007 figure of 34 minutes and near the feasible maximum average time for 1 hour time slots). The lab was used by 63 faculty and students (39 faculty, 20 doctoral students, and 4 undergraduates), up from 56 in 2008. Marketing was the heaviest user (13 faculty, 12 doctoral students, 4 undergraduates, 65% of on-campus lab minutes and 70% of on-campus lab dollars). Operations and Information Management (OPIM) was the next heaviest user (10 faculty, 2 doctoral students, 26% of on-campus lab minutes, up from 19%). Management was the third heaviest user (5 faculty, 5 doctoral students, 16% of on-campus lab minutes, up from 7%). Business and Public Policy and Real Estate also used the WBL this year (one faculty member each). Most users were directly affiliated with Wharton (53). Also, 10 users were indirectly affiliated with Wharton (e.g., co-authors, recent faculty and doctoral students, and alliances from the Psychology Department and the Leonard Davis Institute of Health Economics at Penn, Carnegie Mellon University, Columbia University, Cornell University, Forschungszentrum Karlsruhe, INSEAD, and University of Miami).

As in previous years, research productivity among WBL users was high: 14 journal articles using WBL data were published in 2009, 14 articles are forthcoming in 2010, 35 new or revised working papers were produced, and 22 additional projects were initiated or extended by

¹ Prepared by Professor Wes Hutchinson, Faculty Director. Background information about the WBL is provided in Exhibit 1, including definitions of terms used in this report.

² A few of these projects were actually conducted on-campus, but did not use our on-campus panel or labs. Most, however, were national online samples or specialty samples from the Philadelphia area.

new data collection.³ Since its inception, the WBL has contributed data to at least 54 published papers, 92 working papers, and 81 new and ongoing projects (not adjusted for duplication). Exhibit 3 provides the complete list.

Goals for 2010

1. Maintain the current high levels of productivity in the on-campus labs (including expanded use of labs outside of current hours of operations).
2. More timely preparation by WBL users of experimental programs, materials, etc.
3. Continue to expand ability to deliver off-campus samples (e.g., specific consumer samples, APEX, non-US samples, online samples).
4. Increase the number of faculty and graduate students using the WBL.
5. Maintain current hardware (e.g., computers, webcams, headphones, etc.) and acquire new hardware when user demand is evident (e.g., physiological measurement).
6. Obtain new sources of financial support for the WBL (e.g., grants, including use of WBL resources by non-Wharton faculty at Penn and other nearby universities and research facilities).
7. Continued implementation of quality control procedures and expansion of the participant characteristics database.
8. Increase experimenter and WBL expertise in online methods (e.g., multi-person, interactive paradigms such as are used in experimental economics, decreased use of paper-and-pencil tasks, etc.).
9. Explore the value of allowing teaching-related use of the WBL, especially non-student samples for project courses.
10. Conduct publishable research on methodological issues uniquely related to our panel structure (e.g., effects of participation rate on data quality, cross-experimental effects, different incentives, comparisons of student and non-student samples, etc.).

On-Campus Samples

Data from the on-campus participant panel are collected in JMHH and SHDH (current panel demographics can be found at <http://sabre101.wharton.upenn.edu/demo2.aspx>). The total volume for 2009 was 17,847 participant hours (up 21% over 2008) and 3,176 unique panel members participating in at least one session (bringing the cumulative total since 2005 to 11,388). We believe the volume went up because we successfully implemented incentives to reduce "no-shows" and the labs ran at near capacity in each time slot. Also, we have run more extended-hours sessions, usually during morning hours (normal hours are noon - 4pm). Payments per participant hour averaged \$11.33 and operating expenses per participant hour averaged \$15.91. Thus, the fully loaded cost per participant hour was \$27.24. This is an increase over 2008 (\$23.46) due to increased staffing to handle the increasing volume of research. We expect

³ Note that this report was completed much later than usual, so reported working papers and new projects probably include a significant amount of 2010 projects. Publications are separated by year.

this rate to hold steady or decrease in coming years. Nevertheless, this cost compares well with benchmarks in the marketing research industry.⁴ Session sample sizes and average completion times are given in Exhibit 4. The number of sessions participated in per panel member and average session completion times are given in Exhibit 5. The number of “heavy participation members” decreased considerably compared to 2008. The number of members participating in more than 30 sessions was 1 (compared to 9) and the number participating in more than 20 was 87 (compared to 98). Note that, those numbers for 2006 were 131 and 245, respectively, and 8 and 89 for 2007. Average completion times decreased slightly to 42 minutes compared to 46 minutes in 2008 (34 minutes in 2007 and 31 minutes in 2006). As noted last year, we believe this was the result of increased accuracy and efficiency in scheduling and a new policy of not paying anyone until at least 20 minutes have passed. We may increase this minimum to 30 minutes when we implement the collection of a variety of covariates on an ongoing basis. Because these measures are collected and maintained separately for each individual, time can always be “filled” with these surveys for those who finish early. Given the logistics of getting people in and out every 60 minutes and the natural variation in participant speed in task completion, 45 - 50 minutes would seem to be near the maximum for an average value. As in 2007 and 2008, Exhibit 5 shows that there is a noticeable “speed-up” over the first 5 to 10 sessions and then it levels off. This type of learning effect is observed for almost all types of tasks and probably reflects a type of learning that improves data quality by reducing error due to confusion about lab procedures. Although there is no evidence that the heavy participants become “speed demons” who rush through their tasks, we have implemented policies to identify subjects who do rush through the tasks or regularly provide unusable data. These subjects are suspended from the panel. In 2009, we implemented more direct quality controls (a language and computer proficiency test is now required of all members), introduced some attention-check tasks, and to expanded our participant characteristics database. Nonetheless, improving data quality remains an important goal for 2010.

Finally, our WBL staff, headed by Daniela Lejtneker (On-Campus Senior Research Coordinator), has provided consistently outstanding service to both experimenters and participants. This is reflected in all experimenter comments that have come my way and the lack of complaints and high satisfaction ratings from participants. I meet with the staff on a weekly basis and am continually impressed by their professionalism and the knowledge that they have gained about research goals and procedures and how to maintain quality control in the lab. Morale is high in the group, and the lab runs like a “smooth machine” because of their effort. It is hard to overestimate the value of the staff to the WBL.

Highlights of 2009

Daniela provided the following list of lab improvements that were implemented in 2009.

Website improvements. In addition to upgrading the participant pages on our website, user pages were added and, beginning in October, the WBL converted to online submission of requests for lab time (much thanks to Young Lee).

⁴ For example, the per respondent price for multi-client online surveys is \$1 - \$2 per question (or \$6 - \$10 per completed 5 - 10 minute survey), and eye-tracking studies cost \$35 per 10 minute interview, including a \$10 incentive, and are priced higher to clients.

High school students. Summer internships for high school students were again successful in 2009. We continue to find these students are very useful and imaginative. It is great for the WBL to have their points of view, and they all commented that the experience was very valuable for them as well.

Lab proficiency test. The proficiency test has been successfully implemented. All panel members are required to take the test, and those who do not pass cannot join the panel. Almost all pass, but this is an important safeguard.

Extended hours, flexibility, and online studies. There was an increased demand for morning sessions (i.e., non-regular lab hours). We expect this to grow in the future and are examining how we can maintain sufficient personnel (and funding) to increase the number of lab hours (now only 20 hours per week in each location) to better take advantage of the space we have.

Panel promotion. We were granted a place in the Penn New Student Orientation fair, and we were added several new promotional actions (designing and printing new signs and banners for use on Locust Walk and elsewhere, etc.)

Off-Campus Samples

Growth in the use of off-campus, non-panel samples was high again in 2009 with 21 projects, up from 14 in 2008 (more detailed descriptions are available upon request) and 3,473 participant hours (which is a 16% increase over 2008). The volume went up because of increased use of online panels, as well as total off-campus projects. Kate Kelley, our Off-Campus Senior Research Coordinator, has done an outstanding job of working with faculty to obtain non-student samples from a variety of sources (for example, online panels, 30th Street Station, Day care, Graduate center, PPSA). She also served as a much-needed back-up staff RA for the on-campus lab. As our resident expert and Brand Administrator for Qualtrics survey software she assists in development of studies along with the incorporation of new functions (performance incentives). New this year was a prepaid contact with Qualtrics contract that provides the WBL with a discounted cost per study respondent. The creation and submission of IRB applications, along with the answering of IRB questions is also supported. She assists faculty in writing grants while identifying possible opportunities to be pursued. In December a field experiment was successfully conducted at Franklin Mills Malls. The relationship with the Mall is positive and the mall is receptive to other field projects. The Wharton Advisory Panel of Executives (see Exhibit 1) was officially launched and several surveys completed. The panel consisted of 120 executives (as of December 2009) and was organizationally “flat” or even skewed toward senior executives (19% chief executives, 24% presidents, partners, and principals, 35% vice-presidents and directors, 16% managers, and 6% miscellaneous). Recruitment of panel members continues; new studies are planned and fine tuning of the website scheduled. Finally, use of online panels increased (6 projects through Qualtrics and 3 projects through the panel maintained by Jon Baron of the Penn Psychology Department).

Staffing Needs

Last year (FY08), we proposed a modest increase in our budget to increase our current off-campus coordinator and IT specialist from one 50% time person in each role to one full time person in each role. Having these fulltime positions has greatly facilitated our efficiency and increased our capacity (which our usage volume indicates was needed).

Our current staff is listed below, and a cumulative list of WBL is provided in Exhibit 8.

Full Time

Kate Kelley (Senior Coordinator
– Off-Campus Projects)
Young Lee (IT Specialist)
Daniela Lejtneker (Senior Coordinator
– On-Campus projects)
Patricia Zapater-Roig (Coordinator)

Part Time

Attilio Dimartino (Staff RA)
Jimena Piacenza (Staff RA)
Tatiana Silva (Staff RA)
Isabel Swinburn (Staff RA)

Jennifer Costello (Student RA)
Shayna Fader (High School Intern)
Amanda Hauns (Student RA)
Patrick Hernandez (Student RA)
David Hynes (Student RA)
Amy Lange (Student RA)
Hanna Maksymova (Student RA)
Aakash Mathur (Student RA)
Sarisha Meda (Student RA)
Neil Merchant (Student RA)
Christine Wells (Student RA)

Are We STILL Spoiled?

As noted in the annual report last year, many of our current problems can best be fixed by the faculty and students who use the WBL. Although our cost efficiency remains high, it has become clear that many studies are often "not ready for prime time" when they are run. Also, we routinely have last minute cancelations of experiments. Some easy improvements include (1) test all programs BEFORE the first day of the session to be sure they are bug-free, (2) convert paper-and-pencil tasks to online whenever possible, and (3) avoid the trap of requesting lab time before you have designed the experiment. Doctoral students seem especially prone to the third problem and this leads to last minute cancelations, flawed data, and unnecessary repetitions of the same experiment (which narrows the subject pool because of the necessary screening).

Despite that cautionary note, the volume, quality, and impact of the research supported by the WBL is as good or better than that of any other university worldwide (certainly any business school). Moreover, the WBL adds significantly to the level of training we provide for doctoral students. Let's keep up the good work in 2010.

Exhibit 1

Wharton Behavioral Laboratory Background Information

The Wharton Behavioral Laboratory (WBL) provides a variety of services that support data collection for behavioral research on business-related topics. The primary goal is to enhance the research productivity of Wharton faculty by minimizing the operational costs, both time and money, of conducting research. The primary services provided are maintaining and updating facilities, participant pools, and staffing for a state-of-the-art experimental research laboratory that will be a shared asset for all faculty and students doing behavioral research. It contributes to Wharton's reputation for excellence in academic research and enhances our ability to attract and retain the very best faculty and students. The WBL operates two lab locations, and members of the WBL panel are mainly Penn students, but also include staff and members of the community. Each session lasts 30 to 60 minutes. During a session panel members may complete questionnaires, participate in online experiments, or interact in groups. Payment for each session is usually \$10, but may exceed that amount for studies in which payment depends on performance in some way. Members report that most of the studies are interesting. Each lab begins a new session every week. The lab manager coordinates with faculty to schedule the experiments in each session, to estimate needed time, to understand the experimental procedures used. Typically, on the first day of each session the lab manager and experimenters are present in the lab to train the staff and student RAs, to observe the procedures, and to correct any problems that arise. On subsequent days, the labs are run by the RAs.

The Wharton Advisory Panel of Executives (APEX) is a new initiative. The primary goal of APEX is to provide an ongoing, accurate, up-to-date description of executive opinions and facts about the current business environment using a survey method that creates a sense of “dialogue” between participants and Wharton faculty (and the larger business community). Initially, the panel will be a group of 500-1000 business executives who are surveyed online regularly about a wide variety of business issues. Each survey will take 5-10 minutes to complete, and the typical panel member will participate in 1 or 2 surveys each month. Although not a probability sample, members will be representative of the industries and organizational structures of the global business community, and rigorous survey methods will be employed to maintain a high level of data quality. The survey topics will include best practices, “hot topics,” and focused research problems. The results of this research will be summarized by Wharton faculty and made available to panel members online (e.g., on web pages, PDF download, pod casts, etc.) in advance of their being reported in academic journals or business media. Survey questions will address issues of general interest to executives, of specific relevance to courses taught at Wharton, and of value to research projects being conducted by Wharton faculty. In addition to contributing to important business research, panel members will have early, exclusive access to the results of the studies. APEX members provide a critical industry perspective on important business problems. The knowledge derived from APEX research will ultimately be disseminated through academic and business journals and in the popular press, giving APEX members an opportunity to influence important business issues. Additionally, APEX members earn points for their participation in research studies. Similar to how airlines, hotels and credit card companies reward their best customers, APEX members can redeem their points for books from Wharton Publishing and discounted or free participation in Wharton Executive Education Programs.

WBL Terminology:

A *session* is a group of experiments that are (were) run at the same time in the same location. It is also the series of time slots allocated to those experiments. Each session has a unique ID in all databases (e.g., 062305).

An *experiment* is a self-contained data collection event. Each experiment has a unique ID in all databases (e.g., 062305E1).

A *time slot* (or *slot*) is a specific time period during which a specific subject can (did) participate in a session. Each slot has a unique ID in all databases (e.g., 062305-01).

An *experimenter* is the person (usually faculty or graduate student) who is primarily responsible for an experiment. Each experimenter has a unique ID in all databases (which is the same as the Wharton ID, e.g., jwhutch). The *principal investigator (PI)* is the person who submits the request for a session and is the primary contact person for the project (often a doctoral student). The *sponsor* is the person who funds the research (typically a Wharton faculty member).

A *subject* or *participant* is a person who participates in one or more sessions. In most cases, a subject will participate in all experiments in a given session; however, there can be exceptions to this (e.g., subjects may qualify for some, but not all, experiments, or the session structure dictates that subjects participate in only 2 of 3 experiments in the session). Each participant has a unique ID in all databases (which will be an integer number assigned when the person registers).

A *panel* or *participant pool* is a group of participants that have registered with WBL and may qualify participation in experiments. People may be dropped from the panel by their own request or because of unsatisfactory performance in lab sessions.

Participant characteristics are variables attached to each subject as single values. These may change over time, but the database has only one observation for each subject.

Experiment characteristics are variables attached to each as single values. These may change over time, but the database has only one observation for each experiment.

Participants *qualify* for experiments (and sessions) based on rules defined in terms of subject and experiment characteristics.

Exhibit 2

Cost Analysis

(information withheld; contact the Wharton Behavioral Laboratory for requests for cost analyses)

Exhibit 3**Cumulative List of Papers and Research Projects****PUBLICATIONS****2010**

- Berger, Jonah and Morgan Ward, (2011) "Subtle Signals and Inconspicuous Consumption." Forthcoming, *Journal of Consumer Research*.
- Clemons, E. K., Barnett, S., Gokal, R., Hu, K., and Madhani, N. "Self-Regulating Public Servant, Profitable Internet Innovator, or Rapacious Monopoly: Assessing Google, Thinking About the Possibility of Regulation", Proceedings, *43rd Hawaii International Conference on System Sciences*, January 2010, Poipu, Kauai, Hawaii.
- Deng, Xiaoyan, Sam K. Hui and J. Wesley Hutchinson (2010), "Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Relationships," forthcoming, *Journal of Consumer Psychology*.
- Graefe, A. & Armstrong, J. S. (2010). Comparing face-to-face meetings, nominal groups, Delphi and prediction markets on an estimation task. *International Journal of Forecasting* (forthcoming).
- Hardy, Sam, Amit Bhattacharjee, Karl Aquino, and Americus Reed II (2010), "Moral Identity and Psychological Distance: The Case of Adolescent Parental Socialization," *Journal of Adolescence*, 33, 111-123.
- Haselhuhn, M., Schweitzer, M., & Wood, A. (2010). How implicit beliefs influence trust recovery. *Psychological Science*, 21(5), 645-648.
- Hutchinson, J. Wesley, Joseph W. Alba, and Eric Eisenstein (2010) "Heuristics and Biases in Data-Based Decision Making: The Effects of Experience, Training, and Graphical Data Displays," forthcoming, *Journal of Marketing Research*.
- Malkoc, Selin, Gal Zauberaman, and James R. Bettman (2010). Unstuck from the Concrete: Carryover Effects of Abstract Mindsets in Intertemporal Preferences. *Organizational Behavior and Human Decision Processes*. 113, 112-126.
- Melwani, S. & Barsade, S. (forthcoming) Held in Contempt: The Emotional, Interpersonal and Performance Outcomes of Being A Recipient of Contempt. *Journal of Personality and Social Psychology*.
- Mogilner, Cassie (2010) "The Pursuit of Happiness: Time, Money, and Social Connection" forthcoming in *Psychological Science*

Mogilner, Cassie Jennifer Aaker and Kathleen Vohs (2010) "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter" forthcoming in *Journal of Consumer Research*

Ruedy, N., & Schweitzer, M. (Forthcoming). In the Moment: The effect of mindfulness on ethical decision making. *Journal of Business Ethics*.

Small, Deborah A. "Reference-dependent sympathy," (in press), *Organizational Behavior and Human Decision Processes*.

Zauberman, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargave (2010). 1995 Feels so Close Yet so Far: The Effect of Event Markers on the Subjective Feeling of Elapsed Time. *Psychological Science*. 21(1), 23–31.

2009

Berger, Jonah and Gael Le Mens (2009), "How Adoption Speed Affects the Abandonment of Cultural Tastes," *Proceedings of the National Academy of Sciences*, 106, 8146-8150.

Chen, Yuxin, Yogesh Joshi, Jagmohan S Raju and John Zhang (2009), "A Theory of Combative Advertising," *Marketing Science*, 28 (1), 1-19.

Deng, Xiaoyan and Barbara E. Kahn (2009), "Is Your Product on the Right Side? The 'Location Effect' on Perceived Product Heaviness and Package Evaluation," in press at the *Journal of Marketing Research*.

Drèze, Xavier and Joseph C. Nunes (2009), "Feeling Superior: The Impact of Loyalty Program Structures on Consumer's Perceptions of Status," *Journal of Consumer Research*, forthcoming.

Gong, M., Baron, J. and H. Kunreuther. 2009. "Group Cooperation Under Uncertainty". *Journal of Risk and Uncertainty*, 39(3): 251-270.

Kim, B. Kyu & Gal Zauberman (2009), "Perception of Anticipatory Time in Temporal Discounting," *Journal of Neuroscience, Psychology, and Economics*, 2, 91 - 101.

Redden, Joseph P. and Stephen J. Hoch (2009), "The Presence of Variety Reduces Perceived Quantity," *Journal of Consumer Research*, in press.

Reed II, Americus, Joel Cohen, and Amit Bhattacharjee (2009), "When Brands are Built from Within: A Social Identity Pathway to Liking and Evaluation." Chapter to appear in *Handbook of Brand Relationships*, Eds. Deborah J. MacInnis, C. Whan Park, and Joseph R. Priester, M.E. Sharpe, Inc.

Sela, Aner, Jonah Berger, and Wendy Liu (2009), "Variety, Virtue, and Vice: How Assortment Size Influences Option Choice," *Journal of Consumer Research*, 35(3), 941-951.

Simonsohn, U. (2009) "Direct-Risk-Aversion: Evidence from Risky Prospects Valued Below Their Worst Outcome" *Psychological Science*, V20(6) p.686-692

Small, D.A. & Verrochi, N.M. (in press). "The face of need: Facial emotion expression on charity advertisements." *Journal of Marketing Research*.

Small, Deborah A. and Nicole Verrochi (2009), "The face of need: Facial emotion expression on charity advertisements," *Journal of Marketing Research*, 46 (December), 777-87.1)

Zauberman, Gal, B. Kyu Kim, Selin Malkoc, and James R. Bettman (2009). Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences. *Journal of Marketing Research*. 46 (4), 543-556.

Zauberman, Gal, Rebecca. K. Ratner, & B. Kyu Kim (2009), "Memories as Assets: Strategic Memory Protection through Avoidance and Acquisition," *Journal of Consumer Research*, 35 (February).

2008

Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2008), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?", *Journal of Consumer Research*, 34 (5), 713-726.

Huang, Yanliu and J. Wesley Hutchinson (2008), "Counting Every Thought: Implicit Measures of Cognitive Responses to Advertising," *Journal of Consumer Research*, 35 (June), 98-118.

Hui, Sam K., Yanliu Huang, Edward George (2008) "Model-based Analysis of Concept Maps in Marketing", *Bayesian Analysis*, 3 (3), 2008, 479-512.

Miller, E. G., B. E. Kahn and M.F. Luce (2008), "Consumer Wait Management Strategies for Negative Service Events: A Coping Approach," *Journal of Consumer Research*, 34 (5), 635-648.

Redden, Joseph (2008), "Reducing Satiations", *Journal of Consumer Research*, 34 (5), 624-634.

Schweitzer, M. & Gibson, D. (2008). Fairness, feelings, and ethical decision making: Consequences of violating community standards of fairness. *Journal of Business Ethics*, 77, 287-301.

Small, D.A. & Simonsohn, U. (2008). "Friends of victims: Personal experience and prosocial behavior," *Journal of Consumer Research*, 35, 532-542.

Verona, Edelyn, Naomi Sadeh, Steve Case, Americus Reed II and Amit Bhattacharjee (2008), "Self-Reported Use of Different Forms of Aggression in Adolescence and Young Adulthood: Validation and Correlates." *Assessment*, 15 (4), 493-510.

2007

- Cohen-Charash, Y., & Mueller, J. S. (2007). Does unfairness exacerbate or mitigate interpersonal counterproductive work behaviors related to envy? *Journal of Applied Psychology*, 92, 666-680.
- Drolet, Aimee, Patti Williams and Loraine Lau-Gesk (2007), "Age-Related Differences in Responses to Emotional vs. Rational Ads for Hedonic vs. Utilitarian Products," Lead Article, *Marketing Letters*, 18 (December), 211-221.
- Fitzsimons, Gavan J., Joseph Nunes and Patti Williams (2007), "License to Sin: The Liberating Role of Reporting Expectations," *Journal of Consumer Research*, 34 (June), 22-31.
- Moore, D.A. & Small, D.A. (2007). Error and bias in comparative social judgment: On being both better and worse than we think we are. *Journal of Personality and Social Psychology*, 92(6), 972-989.
- Ramanathan, Suresh and Patti Williams (2007), "Immediate and Delayed Emotional Consequences of Indulgence: The Moderating Influence of Personality Type on Mixed Emotions," *Journal of Consumer Research*, 34 (August), 212-223.
- Small, D.A., Gelfand, M., Babcock, L., & Gettman, H. (2007). Who goes to the bargaining table? Understanding gender variation in the initiation of negotiation. *Journal of Personality and Social Psychology*, 93(4), 600-613.
- Small, D.A., Loewenstein, G., Slovic, P. (2007). Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims. *Organizational Behavior and Human Decision Processes*, 102(2), 143-153.

2006

- Bolton, Lisa E., and Joseph W. Alba (2006), "Price Fairness: Good and Service Differences and the Role of Vendor Costs," *Journal of Consumer Research*, 33 (September), 258-265.
- Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2006), "Does Marketing Products as Remedies Create "Get Out of Jail Free Cards"?", *Journal of Consumer Research*, 33 (June), 71-81.
- Nunes, Joseph C. and Xavier Drèze (2006), "The Endowed Progress Effect: How Artificial Advancement Increases Effort," *Journal of Consumer Research*, 32 (4), 504-12.
- Schweidel, David, Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (May/2), 237-243.

- Schweitzer, M., Hershey, J., and Bradlow, E.T. (2006), "Promises and Lies: Restoring Violated Trust," *Organizational Behavior and Human Decision Processes*, Issue 1, September, Pages 1-19, Lead Article.
- Gino, F. & Schweitzer, M. (2008). Blinded by anger or feeling the love: How emotions influence advice taking. *Journal of Applied Psychology*. 93(5), 1165-1173. This paper won the Best Empirical Paper Award in the Conflict Management Division at the Academy of Management, August 2008.
- Sood, Sanjay and Xavier Drèze (2006), "Brand Extensions of Experiential Goods: Movie Sequel Evaluations," *Journal of Consumer Research*, 33 (3), 352-60.
- Vanhuele, Marc, Gilles Laurent, and Xavier Drèze (2006), "Consumers' Immediate Memory for Prices," *Journal of Consumer Research*, 33 (2), 163-72.
- Williams, Patti, Lauren G. Block and Gavan J. Fitzsimons (2006), "Simply Asking Questions About Health Behaviors Increases Both Healthy and Unhealthy Behaviors," *Social Influence* 1 (2, June), 117-127.

WORKING PAPERS

New or Revised in 2009⁵

- Anand, K., Feldman, P., and Schweitzer, M. (Under review) Getting to NO: The Strategic Use of Instrumental Negotiations.
- Berger, Jonah and Devin Pope, "Can Losing Lead to Winning?" Under Review.
- Berger, Jonah, Alan T. Sorensen, and Scott J. Rasmussen (2010), "Positive Effects of Negative Publicity: When Negative Reviews Increase Sales," *Marketing Science*, 29(5), 815-827.
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II, "License to Lapse: The Effects of Weight Management Product Marketing on a Healthy Lifestyle." Under 2nd round review at *Journal of Experimental Psychology: Applied*.(now under review)
- Bhattacharjee, Amit, Jonah Berger, and Geeta Menon, "Escaping the Crosshairs: Reactance to Identity Marketing." Manuscript in preparation.(now working paper)
- Chan, Cindy, Jonah Berger, and Leaf Van Boven (2009), "Differentiating the "I" in "In-Group": How Identity Signaling and Uniqueness Combine to Drive Consumer Choice." Working Paper.

⁵ Note that this report was completed much later than usual, so reported working papers and new projects probably include a significant amount of 2010 projects. Publications are separated by year.

- Dunn, J., Ruedy, N., & Schweitzer, M. (Under 3rd round review at OBHDP) It Hurts Both Ways: How Social Comparisons Harm Affective and Cognitive Trust.
- Filipowicz, A., Barsade, S. & Melwani S. Emotional Transitions in Social Interactions: The Effects of Changing Emotions in a Negotiation. .
- Filipowicz, A., Barsade, S. & Melwani S. Emotional Transitions in Social Interactions: The Effects of Changing Emotions in a Negotiation. Working paper.
- Filipowicz, A., Barsade, S. & Melwani S. The Emotional Contagion of Changing Emotions. Working paper
- Gino, F., Wood, A., & Schweitzer, M. (working paper) What should I do? Feeling anxious makes people seek and use (bad) advice, invited for second-round review.
- Gino, F. & Schweitzer, M. (Under review) Seeing and Believing: How Expressed Emotions Influence Trust and Advice Taking.
- Gong, M., Baron, J. and H. Kunreuther. "Why do Groups Cooperate More than Individuals to Reduce Risks?"
- Gong, M., Baron, J., and H. Kunreuther. "Fairness Perception and Decisions Under Uncertainty."
- Gong, M., Baron, J. and H. Kunreuther. "When does uncertainty reduce inter-group competition and encourage inter-group cooperation?"
- Graefe, A. (2010). Taking advice from prediction markets, meetings, and the Delphi method. Working paper.
- Kim, B. Kyu & Gal Zauberman (2009), "Can Victoria's Secret Change Men's Perception of Future Time? Sexually-arousing Images, Anticipatory Time Perception, and Intertemporal Preferences for Monetary Rewards"
- Kim, B. Kyu, Gal Zauberman, & James Bettman (2009), "Time Embedded in Space: The Influence of Space-time Interdependence on Anticipatory Time Perception and Temporal Discounting"
- Kornish, Laura J. and Ulrich, Karl T., Characterizing Opportunity Spaces in Innovation: Evidence from Large Samples of Ideas in Five Domains (November 9, 2009).
- Liberman, Minson, Ross & Bryan (2010). False consensus, naïve realism, and capturing "the wisdom of dyads". Under review.
- Liersch, Michael J, Rottenstreich, Yuval, Kunreuther, Howard, and Gong, Min. " Uncertainty Exacerbates the Reluctance to Trade: Testing between Reference-Dependent and Connection-Based Accounts of the Endowment Effect."

- Lin, Fern and Deborah A. Small (2010). "Cheapened Altruism: Discounting Prosocial Behavior of Friends of Victims".
- Lin, Fern and Deborah A. Small. "Nice Guys Finish Last and Guys in Last Are Nice: Heuristic Clash of Altruism and Self-Benefit"
- Milkman, Katherine L. 2010, Unsure what the future will bring? You may overindulge: Uncertainty increases the appeal of wants over shoulds. Working Paper.
- Milkman, Katherine L., Mary Carol Mazza, Lisa L. Shu, Chia-Jung Tsay, Max H. Bazerman 2009, Policy bundling to overcome loss aversion: A method for improving legislative outcomes. Working Paper.
- Milkman, K., Schweitzer, & Beshears, J. (Under Review) Competitive Rewards and Social Comparison
- Minson, Liberman & Ross (2010). Two to Tango: Effects of Collaboration and Disagreement on Dyadic Judgment. Under review.
- Mueller, J. S. & Lebel, D., Rosette, A. S. The Male Leadership Disadvantage: Are Male Leaders Penalized When Asking For Help? Submitted to Journal of Applied Psychology.
- Mueller, J. S., Goncalo, J., Kamdar, D. Creativity and Attributions of Leadership Capability: Why Nobody Wants Creativity at the Top. Targeted submission to Psychological Science.
- Pope D., Simonsohn U. "Round Numbers as Goals: Evidence from Baseball, SAT Takers, and the Lab"
- Rick, S. & Schweitzer, M. (Under Review) The Imbibing Idiot Bias: Merely Holding an Alcoholic Beverage Can be Hazardous to Your (Perceived) Intelligence.
- Simonsohn U., Gino F. "The Rater Fallacy: Evidence from MBA admissions"
- Wood, A. & Schweitzer, M. (working paper) Can Nervous Nelly negotiate? How anxiety causes negotiators to make low first offers, exit early, and earn less profit, under second-round review.
- Wood, A., Schweitzer, M., & Gino, F. (working paper) The surprising benefits of seeking advice: How advice seeking builds perceptions of ability-based trust, under first-round review.
- Wood, A., Grant, A., & Schweitzer, M. (working paper) Don't worry, be motivated: Anxiety and motivation in the workplace, invited for review.

Listed in the 2008 Annual Report

- Anand, K., Feldman, P., & Schweitzer, M. (2008). Getting to NO: Theory and evidence for instrumental negotiations. Working Paper.
- Berger, Jonah and Devin Pope (2008), "When Losing Leads to Winning." Working Paper.
- Berger, Jonah and Gael Le Mens (2008), "Adoption Velocity and the Abandonment of Cultural Tastes." Working Paper.
- Berger, Jonah and Ward, Morgan (2008), "Subtle Signals and Inconspicuous Consumption." Working Paper.
- Berger, Jonah, Alan T. Sorensen, and Scott J. Rasmussen (2008), "Negative Publicity: When Negative Is Positive." Working Paper.
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II (2008), "License to Lapse: The Effects of Weight Management Product Marketing on a Healthy Lifestyle." Working Paper.
- Deng, Xiaoyan and J. Wesley Hutchinson (2008), "The Effect of Metaphoric Design on to Product Evaluation," Working Paper.
- Dunn, J., Ruedy, N. & Schweitzer, M. (2008). Too good to be trusted? The effect of performance comparisons on affective and cognitive trust. Working Paper.
- Finnel, Stephanie, Eric Bradlow, and Americus Reed II (2008), "Oscillation in the Dynamic Consumer Self-Control Process" Working Paper.
- Gong, M., Baron, J. and H. Kunreuther, (2008) "Group Cooperation Under Uncertainty." Working Paper.
- Graefe, Andreas & Armstrong, J. Scott (2008). Advice-taking from prediction markets, meetings, and the Delphi method. Working Paper.
- Graefe, Andreas & Armstrong, J. Scott (2008). Comparing Face-to-face Meetings, Nominal Groups, Delphi and Prediction Markets on an Estimation Task. Working Paper.
- Haselhuhn, M. & Schweitzer, M. (2008). Can people change? How implicit Beliefs moderate the erosion of trust following deception. Working Paper.
- Huang, Yanliu and Hutchinson, J. Wesley (2008), "There Is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Multi-Store Price Search Task. Working Paper.
- Hutchinson, J. Wesley and Yanliu Huang (2008), "The Price Shopper's Dilemma: Optimal Multi-Store Search." Working Paper.

- Hutchinson, J. Wesley, Joseph W. Alba, and Eric Eisenstein (2008) "Heuristics and Biases in Data-Based Decision Making: The Effects of Experience, Training, and Graphical Data Displays." Working Paper.
- Lee, Leonard, Michelle Lee and Gal Zauberman (2008), Preference Stability for Time versus Money. Working Paper.
- Rick, S.I., Small, D.A., & Finkel, E.J. (2008). "Fatal (fiscal) attraction: Tightwads, spendthrifts, and marriage." Working Paper.
- Small, D.A. (2008). "Reference-dependent sympathy." Working Paper.
- Zhao, Min, Steve Hoeffler, and Gal Zauberman (2008), Mental Simulation and the Evaluation of New Products: The Affective and Cognitive Dimensions of Process- Versus Outcome-Focused Thoughts. Working Paper.

Listed in the 2007 Annual Report

- Barsade, S., Eylon, D., Goethals G.R. and Perl, R. (2008) "Is silence golden? Attributions of silence and its effects in a negotiation context." Working Paper.
- Barsade, S., Ramarajan, L. and Allred, K. (2005). "Cynicism or Benevolence?: The role of positive and negative acts on our work place attributions." Working Paper.
- Berger, Jonah and Winter Mason (2008), "How Culture Spreads: Identity-Signaling, Social Networks, and the Diffusion of Culture." Working Paper.
- Bolton, Lisa E. (2006), "Believing in First Mover Advantage." Working Paper.
- Bolton, Lisa E., and Joseph W. Alba (2007), "When Less is More: Consumer Aversion to Waste." Working Paper.
- Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2007), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA." Funded by the Guanghua-Wharton Joint Research Initiative on Firms and Markets in China. Working Paper.
- Deng, Xiaoyan and Barbara E. Kahn (2007), "Is Your Product on the Right Side? The 'Location Effect' on Perceived Product Heaviness and Package Evaluation," Working Paper.
- Deng, Xiaoyan and J. Wesley Hutchinson (2007), "A Form-Function-Elaboration Model of Consumer Responses to Product Design: The Effects of Visual Metaphors," Working Paper.
- Deng, Xiaoyan and J. Wesley Hutchinson (2008), "Just Do It Yourself: The Roles of Outcome Accuracy, Process Affect, and Pride of Authorship in the Evaluation of Self-Designed Products," Working Paper.

- Eisenstein, E. and S.J. Hoch (2007), "Intuitive compounding: Framing, temporal perspective, and expertise", Working Paper.
- Filipowicz, A, Barsade, S. & Melwani, S. (2008), The Criticality of Change: Affective Transitions in Negotiations. Working Paper.
- Finnel, Stephanie, Americus Reed, II, Karl Aquino, and Stefan Thau, "Consuming War: The Case of Dueling Identities," Working Paper.
- Huang, Yanliu and J. Wesley Hutchinson (2008), "There is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Consumers' Store Choice Behavior," Working paper.
- Huang, Yanliu and Robert J. Meyer (2008), "Tradeoffs in the Dark: The Algebraic Structure of Extrapolated Consumer Preference Functions," Working paper.
- Huang, Yanliu, Sam Hui, and Barbara Kahn (2007), "Health Communication Effectiveness: Using Underlying Processes to Understand the Relationship between Risk Attitudes and Behavioral Intentions," Working paper.
- Hui, Sam, Yanliu Huang, and Edward George (December 2007), "Model-based Analysis of Concept Maps in Marketing," Working Paper.
- Kunreuther, H, Silvasi, G., Bradlow, E.T., and Small, D. (2007), "Deterministic and Stochastic Prisoner's Dilemma Games: Experiments in Interdependent Security", Working Paper.
- Lee, Michelle, Barbara Kahn and Susheela Varghese: "Retrospective Preference for Variety: An Ease of Retrieval Perspective." Working Paper.
- Lee, T.Y., and Bradlow, E.T. (2007), "Automatic Construction of Conjoint Attributes and Levels From Online Customer Reviews", Working Paper
- Malkoc, Selin, Gal Zauberaman, and James R. Bettman. (2008) Unstuck from the Concrete: Carryover Effects of Abstract Mindsets in Intertemporal Preferences. Working Paper.
- Melwani, S. & Barsade, S. (2008), Held in contempt: The interpersonal effects of contempt in a work setting. Working Paper.
- Mueller, J. S. & Overbeck, J. R., Melwani, S. (2008) Emotional Expression and Status Conferral. Working Paper.
- Passyn, Kirsten , Mary Frances Luce and Barbara Kahn, "Effectiveness of Regret-Based Persuasive Appeals for Motivating Adaptive Coping Behavior." Working Paper.
- Ramarajan, L. (2007) "Who am I? The Influence of Multiple Intrapersonal Identities on Interpersonal Problem Solving." Working Paper.
- Redden, J. and S.J. Hoch (2008), "The Psychology of Two-Part Tariffs," Working Paper.

- Reed II, Americus, Joel Cohen, and Amit Bhattacharjee, "When Brands are Built from Within: Implications of a Social Identity Pathway to Evaluation." (chapter to appear in *Handbook of Brand Relationships*, Eds. Deborah MacInnis, Chan Ho Park, and Joseph Priester, M.E. Sharpe). Working Paper.
- Reed, II, Americus, Eric Levy, Karl Aquino, and Stephanie Finnel (2008) "Giving Time versus Money: A Social Identity Perspective". Working Paper.
- Rothbard, Nancy (2007), "Task engagement and the self-affirmation motive," Working Paper.
- Small, D.A. (2007). Reference-dependent sympathy. Working Paper.
- Small, D.A. & Verrochi, N.M. (2007). The face of need: Emotion expression on charity advertisements. Working Paper.
- Subramanian, Upender, Jagmohan S. Raju, Z. John Zhang (2008), "Customer Value-Based Management: Competitive Implications." Working Paper.
- Verrochi, Nicole M. (2008), "Fit Theory: Towards an Understanding of Judgments and Evaluations of Fit" Working Paper.
- Verrochi, Nicole M. and Americus Reed, II (2008), "Brand Alliances: When Do Consumers (Not) Fit?" Working Paper.
- Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2007), "Health Remedies: >From Perceptions to Preference to a Healthy Lifestyle." Working Paper.
- Williams, Patti and Jennifer Aaker (2008) "Reflections of Reality: Mixed Emotions and Perceptions of Verisimilitude." Working Paper.
- Williams, Patti and Kirsten Grasshoff (2008) "Layered Not Stirred: Negative Mixing for Emotional Intensity." Working Paper.
- Zauberman, Gal, B. Kyu Kim, Selin Malkoc, and James R. Bettman. Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences. Working Paper.
- Zauberman, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargave. 1995 Feels so Close Yet so Far: The Effect of "Event Markers" on the Subjective Feeling of Elapsed Time. Working Paper.
- Zauberman, Gal, Rebecca K. Ratner, and B. Kyu Kim. Memories as Assets: Strategic Memory Protection in Choice over Time. Working Paper.
- Zhao, Min, Steve Hoeffler, and Gal Zauberman. Mental Simulation and the Evaluation of New Products: The Affective and Cognitive Dimensions of Process- Versus Outcome-Focused Thoughts. Working Paper.

RESEARCH IN PROGRESS

New or Ongoing in 2009⁶

Berman, Jonathan, Amit Bhattacharjee, and Americus Reed II, "Moral Decoupling: Motivated Dissociations of Moral Value and Product Value." Data collection in progress.

Bhattacharjee, Amit and Cassie Mogilner, "Meaning in the Mundane: Extraordinary vs. Everyday Experiences and the Construction of Meaning." Data collection in progress.

Bucchianeri, Grace Wong and Talya Miron-Shatz, "Do We Know How Much Our Homes Are Worth?"

Chan, Cindy and Alice M. Isen, "When Preferences Differ Among Friends: How Positive Affect Influences Choosing to Accommodate Others vs. Choosing to Express Oneself."

Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, "Moral Violations Reduce Consumption."

Deng, Xiaoyan and J. Wesley Hutchinson (2009), "The Effect of Metaphoric Design on Product Evaluation," (new data collected).

Gong, M., Baron, J., and H. Kunreuther. "Fairness Perception and Decisions Under Uncertainty." In preparation for submission for publication.

Haug, Yanliu, B. Kyu Kim, & Gal Zauberman, "Understanding Emotional Attachment to Possessions."

Kim, B. Kyu & Gal Zauberman (2009) "Scaling Life and Scaling Time: The Impact of Perceived Remaining Time in Life on Anticipatory Duration Perception and Impatience for Monetary Rewards"

Kim, B. Kyu & Gal Zauberman (2009), "Spend 2-Da-Beat: Auditory Tempo, Internal Clock Speed, and Consumers' Time-related Decisions"

Kim, B. Kyu, Deborah Small & Gal Zauberman, "Now I Can Die in Peace: The Impact of Conflict Resolution in Life on Perceived Distance to Death."

Lin, Fern and Gal Zauberman, "Meaningful versus Pleasurable Activities, Experience, and Products"

Lin, Fern and Paul Rozin, "The Natural-is-Better Bias"

⁶ Note that this report was completed much later than usual, so reported working papers and new projects probably include a significant amount of 2010 projects. Publications are separated by year.

Melwani, S. A Little Bird Told Me...: Emotions, Attributions and Relationships as Consequences of Gossip

Milkman, Katherine L. Modupe Akinola, Dolly Chugh 2010, A Study of Discrimination and Intertemporal Choice

Mogilner, Cassie, and Amit Bhattacharjee, "Meaning vs. Happiness"

Mogilner, Cassie, Mike Norton and Zoe Chance, "Getting Time by Giving It"

Staats, Brad, Katherine L. Milkman, Craig Fox 2010, Underestimation of Coordination Costs in Teamwork

Wood, A., Moran, S., Schweitzer, M., & Bereby-Myer, Y. Glad to be mad: How negotiators strategically choose to feel worse, in preparation.

Wood, A., Dai, H., & Schweitzer, M. I'm so sorry it's raining! The positive effects of superfluous apologies, in preparation.

Wood, A., Schweitzer, M., & Gino, F. Stains and backlash in negotiations, in preparation.

Yourshaw, Lauren M., "The Effect of Ambient Scent on Perceived Time Duration." (data collection in progress)

New or Ongoing in 2008

Bhargava, Rajesh and Gal Zauberman. Novelty and Evaluations of Experiences.

Bhattacharjee, Amit and Jonah Berger, "Escaping the Crosshairs: Reactance to Identity Marketing." Data collection in progress.

Bhattacharjee, Amit, Patti Williams, and Jonah Berger, "Emotions and Abandonment: The Emotional Consequences of Outsider Adoption." Data collection in progress.

Deng, Xiaoyan and Barbara E. Kahn, "Associative and Rule-Based Processing of Product Image Location on the Package Façade."

Deng, Xiaoyan and Barbara E. Kahn, "When Less Is More: An Examination of the Effects of Location, Movement, and Color on Consumers' Visual Weight Perception."

Deng, Xiaoyan, Sam Hui, and J. Wesley Hutchinson, "Balancing Consumer Self-Design with Automated Expert Guidance."

Fincher, Katrina, Nicole Verrochi, and Amit Bhattacharjee, "Clothing and Signaling." Data collection in progress.

Gong, M., Baron, J. and H. Kunreuther. "The Generality of the Group Cooperativeness Under Uncertainty." data collection completed.

Gong, M., Baron, J., and H. Kunreuther. "Fairness Perception and Decisions Under Uncertainty" data collection completed.

Kim, Kyu and Gal Zauberman. Hot Drive State, Time Perception, and Present Bias

Kim, Kyu and Gal Zauberman. Time Perception and Time Discounting: Scale Validation

Kim, Kyu and Gal Zauberman. Time Perception and Time Discounting: Manipulation of Perceived Time

Kim, Kyu and Gal Zauberman., Time Perception and Time Discounting: Time and Probability

Kyu Kim, Scott Rick, and Gal Zauberman. Time Perception and Tightwadism

Milkman, K. & Schweitzer, M. Envy and prosocial behavior.

Reed II, Americus, Patti Williams, and Stephanie Finnel, "Conflicting Identities and Mixed Emotions"

Ruedy, N. & Schweitzer, M. Emotional consequences of unethical behavior.

Saldanha, Neela, "Mixed Indulgences: Consumer Perception, Evaluation and Choice."

Saldanha, Neela, Lauren Block and Patti Williams, "The Purity of Sin: How Virtue can Contaminate Vice."

Schweitzer, M., Haselhuhn, M., & Wood, A.. Can you change? A Study of Implicit Beliefs and Trust Recovery.

Small, D.A., Lin, F., & Norton, M.I. Who gets credit for behaving prosocially?

Stephanie Finnel, Deborah Small, and Gal Zauberman. Wasting Time and Money.

Wood, A. & Schweitzer, M. Anxiety and negotiations.

Wood, A. & Schweitzer, M. Anxiety and Negotiations: Premature Exit and Unnecessary Concessions.

Wood, A. & Schweitzer, M. When does anxiety improve negotiation performance? A study of preventative and coping strategies.

Listed in the 2007 Annual Report

- Bhargave, R. (2008), "The Role of Stimulus Novelty in Expectations for and Evaluations of Consumption Experiences"
- Bhargave, R. and Small, D. (2008), "Advice Taken but not Followed: Vividness, Identifiability and Word-of-Mouth Behavior."
- Bhargave, R. and Small, D. (2008), "The Role of Resolution of Emotional Goals in Memory for Discrete Emotions" with Deborah Small.
- Bhargave, Rajesh, Stephanie Finnel, Nicole M. Verrochi, Neela Saldanha and Deborah A. Small (2008), "Sweating the Small Stuff"
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II, "The Effects of Drug and Supplement Marketing on a Healthy Lifestyle." (data collected 2005 - 2007)
- Bhattacharjee, Amit, and Jonah Berger, "When Costliest is Best: Identity and Costly Signaling Theory."(data collection in progress)
- Deng, Xiaoyan and Barbara E. Kahn (2008), "Associative and Rule-Based Processing of Product Image Location on Package Façade"
- Deng, Xiaoyan and J. Wesley Hutchinson (2008), "From Self-Design to Co-Design: The Value of Consumer Collaboration"
- Deng, Xiaoyan and Barbara E. Kahn (2008), "Consumer Responses to Visual Packaging Cues: A Strategic Framework"
- Deng, Xiaoyan, Sam Hui and J. Wesley Hutchinson (2008), "Balancing Consumer Self-Design with Automated Expert Guidance"
- Finnel, Stephanie and Americus Reed II (2008), "Finding Ways to Prime Patriotism and Nationalism," with. Data collected in 2007.
- Finnel, Stephanie, Dan Ariely and Gal Zauberan (2008), "Exploring the Boundaries of Self-Deception: An Assessment of the Situational Variables that Enable People to Believe What They Want to Believe," Data collected in February 2008.
- Finnel, Stephanie, Deborah Small and Gal Zauberan (2008), "Regretting Resource Use: Consumer Responses to the Waste of Time, Money, and Other Valued Resources," Data collected in 2008.
- Finnel, Stephanie, Eric Bradlow and Americus Reed II (2008), "Rationalization of Behaviors that Hurt Others," Data collected in 2007.
- Lin, F., & Small, D. (2008), "Dominance of Visual over Somatosensory Systems in Representing the Future."
- Mueller, J. S. Lebel, D. (2008), Does asking for help aid or hinder network tie formation?

- Ramarajan, L. & Barsade, S. (2005). "Service with a Snub: Using Shame to Gain in the American Wedding Dress Industry."
- Rick, Scott, Deborah Small, and Eli Finkel (2008), "When Tightwads and Spendthrifts Attract"
- Saldanha, Neela, Nicole M. Verrochi and Deborah A. Small (2008), "Disgust and the Brand: When Extensions are Revolting"
- Saldanha, Neela and Patti Williams (2008), "Mixed Indulgences - Consumer Perceptions, Evaluations and Choice."
- Sanchez-Burks, J., Filipowicz, A., & Huy, Q. (2008). Emotional Aperture: Convergent and Divergent Validity.
- Verrochi, Nicole M. and Americus Reed, II (2008), "Self Expression and Need for Reinforcement (SENSOR): A Dynamic Process of Relationship Fit"
- Verrochi, Nicole M., Americus Reed, II, and Jennifer Tong (2008), "Moral Identity and Attributions of Corporate Social Responsibility"
- Verrochi, Nicole M., Deborah A. Small, Amy J. C. Cuddy and Michael I. Norton (2008), "Cross-Race Emotional Contagion"
- Williams, Patti "Emotional Contagion in Word of Mouth," (2008), (with Andrea Morales and Loraine Lau- Gesk), *Data Collection in Progress*
- Williams, Patti, and Kyu Kim (2008), "Consumer Responses to Feelings of Loneliness," *Data Collection in Progress*
- Williams, Patti, Gavan Fitzsimons and Eugenia Wu (2008), "Coping with Mixed Emotions," *Data collection in progress*
- Williams, Patti, Gavan Fitzsimons and Neela Saldanha (2008), "No Regrets: How Intentions Questions License Sinful Behaviors," *Data collection in progress*
- Williams, Patti, Gavan Fitzsimons and Nicole Verrochi (2008), "Emotional Responses to Stock-outs," *Data Collection in progress*
- Williams, Patti, Neela Saldanha and Lauren Block (2008), "Consumer Responses to Removing Sin from Hedonic Products," *Data Collection in Progress*
- Williams, Patti, with Joe Redden and Gavan Fitzsimons (2008), "Price Partitioning: No One Likes Surprises," *Manuscript in Preparation*
- Zauberman, Gal and John G. Lynch (2008), Perceived Slack and Intertemporal Preferences. [Data collection and analysis in progress.]

Zauberman, Gal, Kyu Kim (2008), Subjective Time Perception and Prospective Evaluations.
[Data collection and analysis in progress.]

Zauberman, Gal, Kyu Kim and Rebecca Ratner (2008), Preserving Memories through Choice.
[Data collection and analysis in progress.]

Zauberman, Gal, Kyu Kim and Selin Malkoc (2008), The Role of Mental Representation in
Intertemporal Preferences. [Data collection and analysis in progress.]

Exhibit 4

**Session Sample Sizes and Average Minutes per Participant
(shaded area indicates special sessions)**

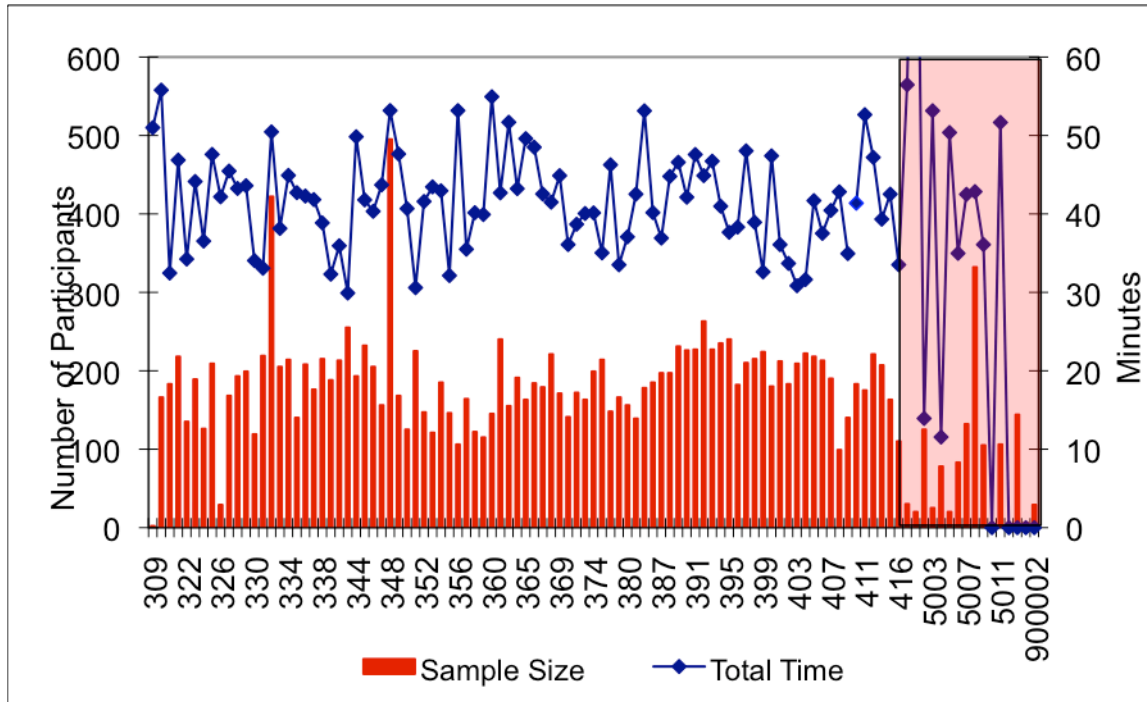


Exhibit 5

Number of Sessions per Panel Member and Average Session Completion Times

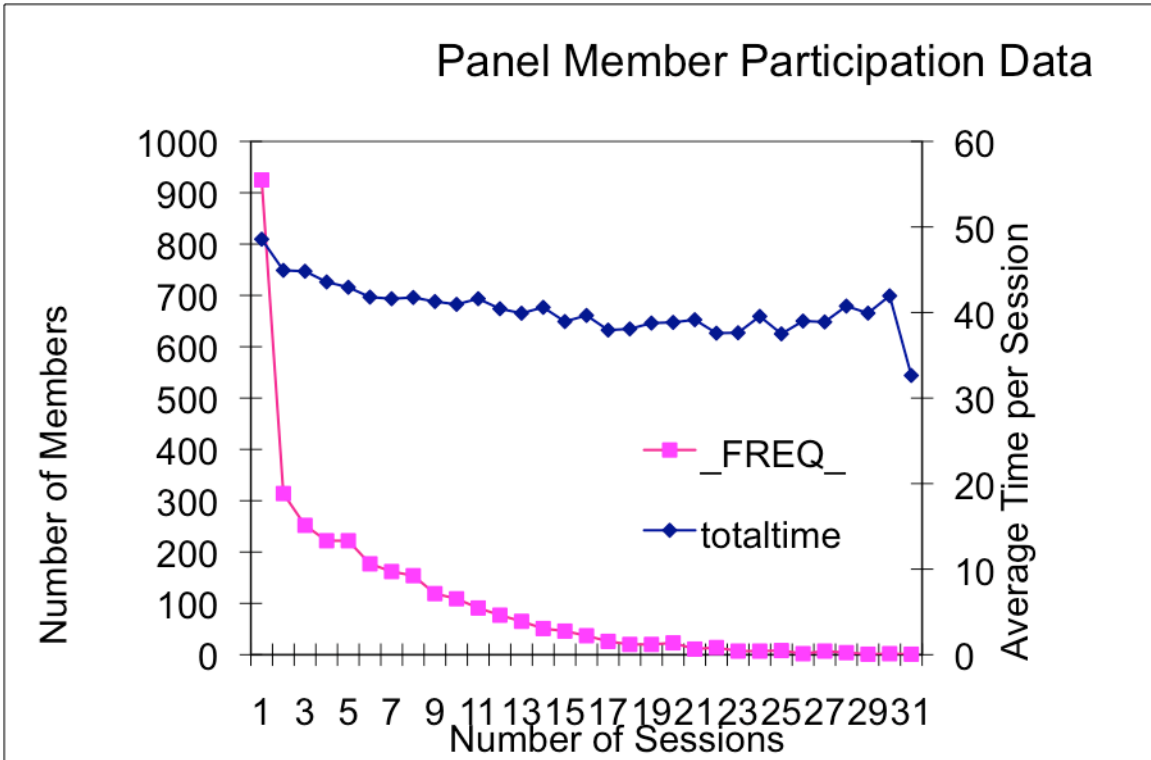


Exhibit 6

Lab Usage by Total Minutes Used by Each Principal Investigator

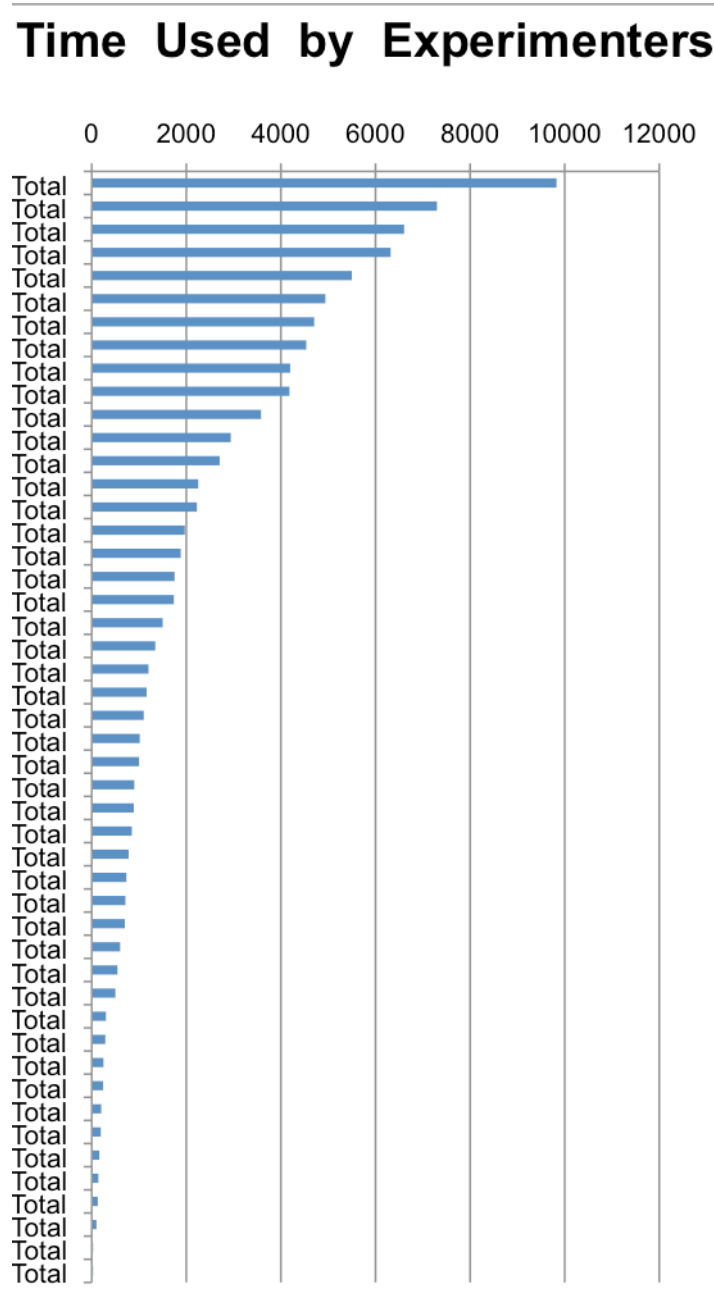


Exhibit 7

Lab Usage by Total Amount Paid by Each Sponsor (i.e., 15% of Incentive Payments)

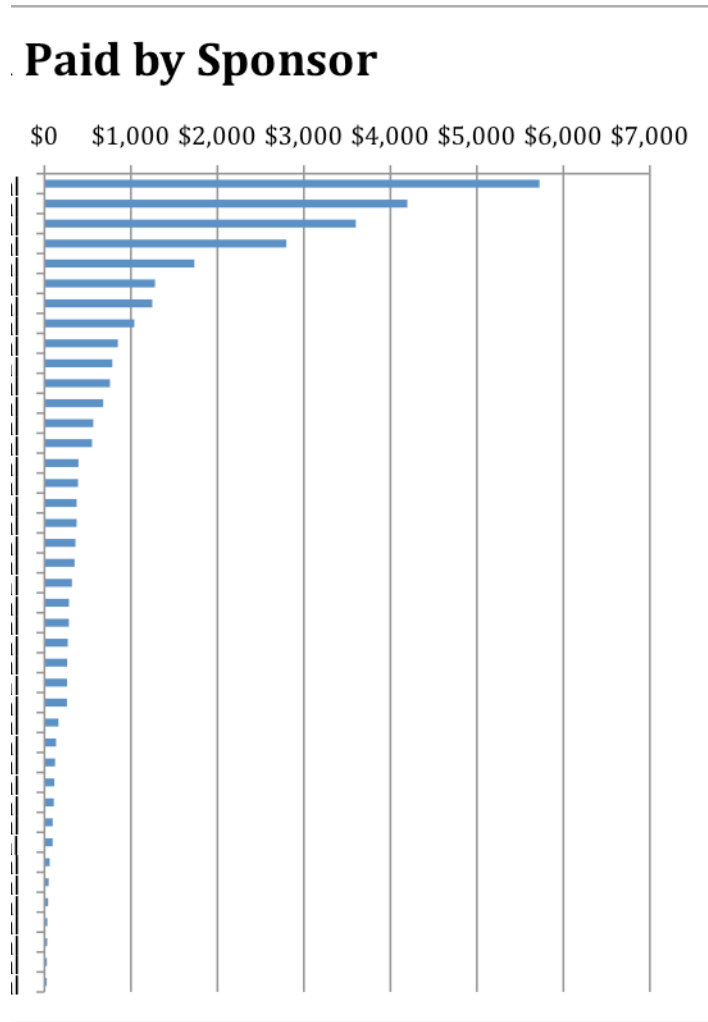


Exhibit 8**Cumulative List of Wharton Behavioral Laboratory Staff****Before 2006**

Ben Hutchinson (Student RA)
 Puja Guja (Student RA)
 Sean Sullivan (Student RA)
 Jenny Li (Student RA)
 Stacie Smith (Student RA)
 Michelle Sloane (Student RA)
 Nancy Kil (Student RA)
 Jason Bond (Student RA)
 Jordan Litner (High school Intern)
 Andrea Arias (Staff RA)
 Catherine Verdi (Sr. Coordinator 1)

Summer 06

Matt Weber (High school Intern)
 Alicia Hawkins (Student RA)
 Debbie Trinh (Student RA)
 Dominique Elden (Student RA)
 Elana Hoffman (Student RA)
 Luciana Costa (Staff RA)
 Michele Alessandrone (Staff RA)
 Lisa Alessandrone (Staff RA)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Susan McMullen (Sr. Coordinator 2)

Fall 06

Debbie Trinh (Student RA)
 Dominique Elden (Student RA)
 Elana Hoffman (Student RA)
 Eisenberg Joshua (Student RA)
 Luciana Costa (Staff RA)
 Michele Alessandrone (Staff RA)
 Lisa Alessandrone (Staff RA)
 Daniela Lejtneker (Sr. Coordinator)
 Young Lee (IT Specialist)
 Susan McMullen (Sr. Coordinator 2)

Spring 07

Dominique Elden (Student RA)
 Elana Hoffman (Student RA)
 Courtney Asher (Student RA)
 Alicia Hawkins (Student RA)
 Joshua Eisenberg (Student RA)
 Gayani Abeyasinghe (Student RA)
 Jessica Tollette (Student RA)
 Amit Prabhu (Student RA)
 Luciana Costa (Staff RA)

Michele Alessandrone (Staff RA)
 Patricia Zapater-Roig (Staff RA)
 Natalia Junqueira (Staff RA)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Susan McMullen (Sr. Coordinator 2)

Summer 07

Ketki Soin (Student RA)
 Rachel Schwartz (High School Intern)
 Doug McDonald (High School Intern)
 Tim Meyer (High School Intern)
 Michele Alessandrone (Staff RA)
 Patricia Zapater-Roig (Staff RA)
 Natalia Junqueira (Staff RA)

Karen Irwin (Staff RA)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Susan McMullen (Sr. Coordinator 2)

Fall 07

Dominique Elden (Student RA)
 Ketki Soin (Student RA)
 Catharine Zeanah (Student RA)
 Pia Banerjee (Student RA)
 Erin Chang (Student RA)
 Michele Alessandrone (Staff RA)
 Patricia Zapater-Roig (Staff RA)
 Natalia Junqueira (Staff RA)
 Isabel Swinburn (Staff RA)
 Tatiana Silva (Staff RA)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Susan McMullen (Sr. Coordinator 2)

Spring 08

Dominique Elden (Student RA)
 Pia Banerjee (Student R)
 Alicia Hawkins (Student RA)
 Michele Alessandrone (Staff RA)
 Patricia Zapater-Roig (Staff RA)
 Natalia Junqueira (Staff RA)
 Isabel Swinburn (Staff RA)
 Tatiana Silva (Staff RA)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Susan McMullen (Sr. Coordinator 2)

Summer 08

Scott Kelley (Summer Intern)
 Debbie Trinh (Student RA)
 Sarisha Meda (Student RA)
 Dana Garcia Nae (Summer Intern)
 Michael Durkheimer (Staff RA)
 Patricia Zapater-Roig (Staff RA)
 Natalia Junqueira (Staff RA)
 Isabel Swinburn (Staff RA)
 Tatiana Silva (Staff RA)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Susan McMullen (Sr. Coordinator 2)

Fall 08

David Freeland (Student RA)
 Hanna Maksymova (Student RA)
 David Hynes (Student RA)
 Jennifer Costello (Student RA)
 Patrick Hernandez (Student RA)
 Peter Wickman (Staff RA)
 Jimena Piacenza (Staff RA)
 Tatiana Silva (Staff RA)
 Patricia Zapater-Roig (Coordinator)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Susan McMullen (Sr. Coordinator 2)

Spring 09

Hanna Maksymova (Student RA)
 David Hynes (Student RA)
 Jennifer Costello (Student RA)
 Patrick Hernandez (Student RA)
 Sarisha Meda (Student RA)
 Aakash Mathur (Student RA)
 Jimena Piacenza (Staff RA)
 Tatiana Silva (Staff RA)
 Attilio Dimartino (Staff RA)
 Isabel Swinburn (Staff RA)
 Patricia Zapater-Roig (Coordinator)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Kate Kelley (Sr. Coordinator 2)

Summer 09

Sarisha Meda (Student RA)
 Aakash Mathur (Student RA)
 Shayna Fader (High School Intern)
 Jimena Piacenza (Staff RA)
 Tatiana Silva (Staff RA)
 Attilio Dimartino (Staff RA)
 Isabel Swinburn (Staff RA)
 Patricia Zapater-Roig (Coordinator)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Kate Kelley (Sr. Coordinator 2)

Fall 09

Amanda Hauns (Student RA)
 Christine Wells (Student RA)
 Neil Merchant (Student RA)
 Amy Lange (Student RA)
 Jimena Piacenza (Staff RA)
 Tatiana Silva (Staff RA)
 Attilio Dimartino (Staff RA)
 Isabel Swinburn (Staff RA)
 Patricia Zapater-Roig (Coordinator)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Kate Kelley (Sr. Coordinator 2)

Spring 10

Amanda Hauns (Student RA)
 Christine Wells (Student RA)
 Amy Lange (Student RA)
 Danielle Smith (Student RA)
 Jeffrey Ng (Student RA)
 Darus Hunter (Student RA)
 Ewa Asmar (Staff RA)
 Michelle DeGagné (Staff RA)
 Attilio Dimartino (Staff RA)
 Isabel Swinburn (Staff RA)
 Marta Garriga (Staff RA)
 Patricia Zapater-Roig (Coordinator)
 Daniela Lejtneker (Sr. Coordinator 1)
 Young Lee (IT Specialist)
 Kate Kelley (Sr. Coordinator 2)

* Full time staff.